

ABSTRACT

An identification medium system contains a computer-readable medium having a plurality of consumer profiles stored thereon, each consumer profile containing private account data relating to a consumer; and a terminal in communication with the computer-
5 readable medium. The terminal containing a processor, a memory, and at least one media reader adapted to read (1) a first account tag stored on a first identification medium, wherein the first account tag corresponds to at least one consumer profile, and (2) a second account tag stored on a second identification medium (*e.g.*, a credit or debit card issued by a financial institution). The processor is configured by the memory (1) to store
10 on the computer-readable medium an association between the second account tag and the consumer profile corresponding to the first account tag, and (2) to permit retrieval or modification of at least a portion of the private account data of the consumer profile corresponding to the first account tag upon subsequent reading by the media reader of the second account tag stored on the second identification medium.